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Amsterdam Dance Event sets dates

The fifteenth edition of the Amsterdam Dance Event (ADE) will take place from 20-23 October 2010. The four day event is the world's leading electronic music conference and showcase festival and 100,000 festival visitors and 2,200 conference participants are expected.

The ADE conference has become the most important of its kind and provides the international electronic music industry a platform to do business, to exchange knowledge and keep up to date on the latest developments and trends. Central topics in 2009 were the use of electronic music in games, movies and commercials, the endless opportunities with mobile phone applications and how to connect to your audience in an ever changing world. The program also included speakers such as Armin van Buuren (NL), Carl Craig (US), Dave Clarke (GB), François K (US), Jason Alexander (HTGR, US), Jason Pook (Pioneer, GB), Junkie XL (NL), Mark Jones (Wall of Sound, GB), Mike Banks (US), Peter Hook (GB) and Richie Hawtin (CA).

The festival offered a cross section of the best that electronic music has to offer with performances by over 700 artists at 40 different venues in the city of Amsterdam. On the program were among others:

Armin van Buuren (NL), Carl Craig (US), Dave Clarke (GB), David Guetta (FR), Darren Emerson (GB), Deadmau5 (CA), Don Diablo (NL), Faithless (GB), Fatboy Slim (GB), Fedde Le Grand (NL), Groove Armada (GB), John Acquaviva (CA), John Digweed (GB), Joost van Bellen (NL), Joris Voorn (NL), Josh Wink (US), Junkie XL (NL), Kaskade (US), Laurent Garnier (FR), Paul van Dyk (DE), Pete Tong (GB), Richie Hawtin (CA), Sander Kleinenberg (NL), Simian Mobile Disco (GB), Sven Väth (DE), Laidback Luke (NL) and François K. (US).

'It's great to see all the support we have received from the electronic music scene over the years, and that after 15 years ADE is still going strong and is recognized as most important platform for the scene worldwide. This gives us the huge responsibility to make sure that the 15th edition will be as good, or even better than before! ADE makes it possible to celebrate the electronic music scene in a vibrant, international setting with the right people and the right focus' says general manager Richard Zijlma.

The Amsterdam Dance Event is organized by Amsterdam Dance Event Foundation, an initiative of Buma Cultuur.

For more information: www.amsterdam-dance-event.nl

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For downloadable press pictures visit www.amsterdam-dance-event.nl/press
